



## **Executive Director's Report**

### **Commission Meeting, March 24, 2014**

- I. Budget
  - a. The current Governor's Budget has allocated \$365,000 for the Commission for FY14-15. This is an increase from the initial allocation of \$0. I have been in talks with the Department of Finance to explain our fund raising strategy and some of the expected and unexpected difficulties in becoming financial independent of the General Fund.
  - b. A copy of the current budget is included in your packet. The expenses year-to-date reflect the bills that DGS (our accounting group) have paid to date. What is not reflected is outstanding bills. DGS takes on average 45-60 days to process any billing request once they receive it in office, and has on several occasions taken more than 120 days to process a bill. I am working with staff to develop a list of outstanding expenses. The next budget you will see will include monthly, year-to-date and outstanding payments. Currently, we have more than \$120,000 in outstanding payments. We continue to work with DGS to process payments as quickly as possible. The organization has indicated anything less than net 60 with an additional 7-10 days mailing time is considered an unreasonable request.
- II. Fund Raising
  - a. I am working with Business and Professional Women on asks to Google, Yahoo, Citibank and Alliant to support the Women Veterans Mentorship Project.
  - b. The Women's Foundation will be providing the Commission with a \$10,000 "fee" to pay for graduate assistants to help with a poverty project.
  - c. Insight, a consulting firm in the Bay Area, has provided a donation of staff to write several briefs about older women and poverty.
  - d. To date, the Commission has brought in \$60,000 in cash donations.
  - e. I am working with Bay Area Soroptimists to host a fund raiser in early summer.
- III. Logo
  - a. The logo committee has met several times and seen three rounds of edits on the latest logo option from Uptown Studios. Committee members remain unsatisfied with the logo and continue to work to refine it.
- IV. California Women Veterans Survey

- a. The survey has entered the analysis and writing stage. The California Research Bureau will be releasing two short subjects, MST and Homelessness, in April. The large report is expected out the first week of June.
- V. National work about women veterans
  - a. I continue to work with the US Department of Labor on plans to roll out the women veterans survey as a national model. Currently, we are in discussions about the production of a webinar about the survey. DOL would produce and host the webinar and we would use their resources to advertise it nationally. The Commission and its coalition partners would discuss the basics of the survey and then provide states opportunities to contract with the Commission for a fee in order to develop the survey in their state.
  - b. I was asked to be part of the SAMHSA Veterans and Families project. This project brings together representatives from 10 -15 states to discuss projects that help veterans and their families in a multitude of ways. I am working with the California representatives to develop a statewide project for veterans.
  - c. Nancy Pelosi's policy staff reached out to me to discuss work I had done for the US Department of Labor on behalf of the Commission. I met with staff in DC to discuss what California is doing to better women veteran's lives, the State's work on homelessness, outreach and childcare, and the last hearing on MST (organized by Commissioner Lowenthal). I am in continued contact with staff to help provide information for them to develop their national veterans platform.
- VI. Reach for the Stars video project
  - a. The Commission launched the Reach for the Stars YouTube channel on March 3 at a reception for legislators in the newly renovated library building. More than a dozen legislators were in attendance and another 6 sent staffers. Several of the members of the Assembly and Senate have posted links to the project or used social media to support it.
  - b. When I met with Nancy Pelosi's staff I mentioned this project. They are currently working with Commission staff to schedule a taping of the member at their office's request.
- VII. Women Veterans Recognition Event
  - a. As we did last year, the Commission partnered with CalVet to honor women trailblazers in the military. In addition, this year we honored Speaker Perez for his continued support for the Commission. Commissioner Alcala presented him with three glass rubber duckies and gave a speech recognizing the Speakers support of the Commission and support of women and girls.
  - b. This year, the event received a small amount of television coverage from KCRA.
- VIII. Women's Foundation Joint Project

- a. Judy Patrick and I have been in discussion for a while about how the Commission could be value added to the discussion on women and poverty. We have agreed on a project that provides each legislator a profile of poverty in their district. We are using American Community Survey data about poverty and overlaying it with California Assembly and Senate districts. The Commission is in the process of hiring 3 Graduate Student Assistants to help write the 120 profiles. These profiles will be published and distributed to the legislature in early June, prior to the Poverty Caucus' first hearing.

IX. Insight Project

- a. I am working with consultants at Insight, an advocacy firm that focuses on older women in poverty, to produce several factual briefs about the impact of the wage gap on women's retirement, the concept of a true poverty index for the elderly, and a survey of what happens to a community where women clustered in low-wage jobs must live when a woman retires. Insight is donating the staff to do the writing and has secured the necessary data for the project. These briefs will be available in early June.

X. Social Media Outreach

a. Facebook

As of November 4, 2013 (my last update) 476 "likes" and an average daily reach of 902. Currently, we have 925 likes and a daily reach of over 6,000.

b. Twitter

As of November 4, 2013 we have 84 followers. Currently, we have 599 followers.